



Rates and formats 2025

Base rate magazine

in euro's excl. VAT

1/1 page € 14,428.-

Format index

1/4 page	39
1/2 page	63
2/1 page	187

Position index

Preferred position	110
Spread in center	110
1 ^e page right	110
Cover 2 or 3	120
Opening spread	120
Cover 4	130
Fold out cover*	280

*excl. production cost – upon request

Commercial supplements:

Please contact us for more information



Formats & measurements in mm

Format width x height

Bladspiegel

1/1	202 x 267
1/2 portrait	99 x 267
1/2 landscape	202 x 132
1/3 portrait	70 x 267
1/4 portrait	84 x 118
2/1	202 x 267 – 202 x 267

+ 5 mm bleed on all sides

Technical specifications

Trim size: 202 x 267 mm (wxh)

Advertisement material:

Please submit your digital ad files as Certified PDF.

Digital

Product	Rate
Branded Content	
Advertorial	€ 3,500
Native	€ 4,000
Editorial article comm.	€ 3,750
Facebook message	€ 500
Content sponsorship	on request

Digital

Product	Rate
Newsletters	
Newsletter Item	€ 3,500
Theme newsletter	€ 10,000
Partnership mailing	€ 6,000
Banners	
Leaderboard (728x90)	€ 12 cpm
Medium rectangle (300x250)	€ 15 cpm
Halfpage (300x600)	€ 25 cpm
Billboard (970x250)	€ 35 cpm
Large leaderboard (970x90)	€ 25 cpm
Floorad	€ 35 cpm
Inpage video	€ 20 cpm
Aditorial	€ 15 cpm
Mobile banners	
Mobile Leaderboard (320x50)	€ 10 cpm
Double banner (320x100)	€ 15 cpm
Halfpage (320x240)	€ 20 cpm
Medium rectangle (300x250)	€ 20 cpm
Full banner (468x60)	€ 10 cpm
Interscroller	only by Just Premium
Inpage video	€ 20 cpm
Aditorial	€ 15 cpm

Production costs*1

Advertorial	€ 175
Facebook message	€ 225

cpm: per 1,000 impressions

*1 Op basis van 2 correctieronden (geen korting van toepassing)

Questions about advertising material:
Traffic Department: traffic@roularta.nl

All contracts awarded to us are subject to the advertising terms and conditions, which can be found on our website <https://roularta.nl/voorwaarden/>